IN THE CLAIMS

Please amend the claims as follows:

1-24. (Withdrawn)

25. (Currently Amended) A method for providing targeted advertising, the method comprising:

compiling consumer profile information;

determining whether a first advertisement matches the consumer profile information, wherein the first advertisement is located [[via]] based on one of a dedicated broadcast frequency from a transmission center and [[or via]] scanning a set of broadcast frequencies from the transmission center if the first advertisement is not located via the dedicated broadcast frequency;

in the event that the first advertisement matches the consumer profile information, recording the first advertisement; and

in the event that the first advertisement does not match the consumer profile information, ignoring the first advertisement.

26. (Previously Presented) The method of claim 25, further comprising:

determining whether the first advertisement is broadcast by the transmission center on the dedicated frequency;

in the event that the first advertisement is broadcast by the transmission center on the dedicated frequency, tuning a receiver to the dedicated frequency;

in response to tuning a receiver to the dedicated frequency, recording the first advertisement on a personal video recorder;

in the event that the first advertisement is not broadcast by the transmission center on the dedicated frequency, scanning the set of broadcast frequencies to locate the first advertisement; and

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in response to locating the first advertisement, recording the first advertisement on the personal video recorder.

27. (Previously Presented) The method of claim 26, further comprising:

playing a programming signal;

detecting a second advertisement having embedded data in the programming signal;

determining whether the second advertisement matches the consumer information profile;

in response to determining that the second advertisement does not match the consumer information profile, retrieving the first advertisement from the personal video recorder;

inserting the first advertisement in the programming signal; and

playing the first advertisement.

28. (Original) The method of claim 27, wherein the embedded data comprises information indicating the contents of the second advertisement.

29. (Previously Presented) The method of claim 28, wherein said determining whether the second advertisement matches the consumer information profile comprises:

receiving the embedded data; and

comparing the contents of the second advertisement to the consumer information profile.

30. (Previously Presented) The method of claim 27, wherein said determining whether the second advertisement matches the consumer information profile comprises comparing the embedded data to the consumer information profile.

31. (Previously Presented) The method of claim 27, wherein said determining whether the second advertisement matches the consumer information profile comprises reviewing the embedded data.

32-41. (Withdrawn)

42. (Currently Amended) A machine-readable medium comprising instructions, which when implemented by one or more machines cause the one or more machines to perform the following operations:

compiling consumer profile information;

determining whether a first advertisement matches the consumer profile information, wherein the first advertisement is located [[via]] based on one of a dedicated broadcast frequency from a transmission center [[or via]] and scanning a set of broadcast frequencies from the transmission center if the first advertisement is not located [[via]] based on the dedicated broadcast frequency;

in the event that the first advertisement matches the consumer profile information, recording the first advertisement; and

in the event that the first advertisement does not match the consumer profile information, ignoring the first advertisement.